

ORDER



Orders
Order / Rev: 711248
Alt Order #: 06302446
Product Desc: ISSUE(OH-16)/3202
Estimate: 3202
Flight Dates: 09/27/12 - 09/30/12
Original Date / Rev: 09/24/12 / 09/24/12
Order Type: Political

WKYC

Primary AE: Dan Foster
Sales Office: T-CHI
Sales Region: NAT

Agency Name: Adelstein & Associates
Buying Contact:
Billing Contact:
 222 W Ontario Ste 600
 Chicago, IL 60610

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: American Federal State County Munic
Demographic: A35+
Product Codes: IS-Issue/Non Ballot,IS-Candidate/US
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	13	\$34,700.00	\$29,495.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	13	\$34,700.00	\$29,495.00	0.00
Totals	13	\$34,700.00	\$29,495.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dan Foster			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/29/12	09/29/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$2,500.00	P-3	0.00	NM	0	\$0.00
SAT TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$2,500.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WKYC 09/24/12-09/30/12 SAT TDY 7a-9a -----Sa-- :30 (\$2,500.00) 0.00 NM See MG 9.5,9.6,9.7,9.8 [Prgm Change]															
2	WKYC	09/27/12	09/28/12	M-F 5-6p Dr. Phil	CM	5p-6p	---TF--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
DR.PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ---TF-- 1 \$2,000.00 0.00															
3	WKYC	09/30/12	09/30/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$3,500.00 0.00															
4	WKYC	09/29/12	09/29/12	Saturday Night Live Saturday Night Live	CM	1130p-107a (11:30 PM-1:00 XM)	-----S-	:30	2	\$3,000.00	P-3	0.00	NM	2	\$6,000.00
SNL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 2 \$3,000.00 0.00															
5	WKYC	09/27/12	09/28/12		CM	9a-10a	---TF--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00

Order / Rev: 711248
 Alt Order #: 06302446
 Flight Dates: 09/27/12 - 09/30/12

Advertiser: American Federal State County Municipa
 Product Desc: ISSUE(OH-16)/3202
 Estimate: 3202
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9-10a Today II											
				Today Show II											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---TF--					1	\$1,200.00		0.00			
6	WKYC	09/30/12	09/30/12	Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				Browns Pre-Game Huddle											
BROWNS HUDDLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/24/12-09/30/12		Browns Pre-Game Huddle		1130a-12p	-----Su	:30		(\$1,200.00)		0.00	NM		
See MG 6.2															
[Prgm Change] no huddle on this date															
2	NKYC	09/30/12-09/30/12		Golf Ryder Cup		7A-6PM	-----Su	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 6.1 09/30															
7	WKYC	09/27/12	09/28/12	M-F 3-4p	CM	3p-4p	---TF--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				The Doctors											
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---TF--					1	\$800.00		0.00			
8	WKYC	09/28/12	09/28/12	Fri Prime C	CM	10-11p	----F--	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
				Fri Prime C											
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$3,500.00		0.00			
9	WKYC	09/29/12	09/29/12	Notre Dame Football	CM	Notre Dame Footb	-----S-	:30	4	\$1,000.00	P-3	0.00	NM	4	\$6,500.00
				Notre Dame Football											
MLB BASEBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					4	\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/24/12-09/30/12		Notre Dame Football		Notre Dame Footb	-----Sa--	:30		(\$1,000.00)		0.00	NM		
See MG 9.5,9.6,9.7,9.8															
2	NKYC	09/24/12-09/30/12		Notre Dame Football		Notre Dame Footb	-----Sa--	:30		(\$1,000.00)		0.00	NM		
See MG 9.5,9.6,9.7,9.8															
3	NKYC	09/24/12-09/30/12		Notre Dame Football		Notre Dame Footb	-----Sa--	:30		(\$1,000.00)		0.00	NM		
See MG 9.5,9.6,9.7,9.8															
4	NKYC	09/24/12-09/30/12		Notre Dame Football		Notre Dame Footb	-----Sa--	:30		(\$1,000.00)		0.00	NM		
See MG 9.5,9.6,9.7,9.8															
5	NKYC	09/29/12-09/29/12		Golf Ryder Cup		7A-6PM	-----Sa--	:30		\$1,500.00		0.00	NM		
Ⓜ MG for 1.1,9.4,9.3,9.2,9.1															
6	NKYC	09/29/12-09/29/12		Golf Ryder Cup		7A-6PM	-----Sa--	:30		\$1,500.00		0.00	NM		
Ⓜ MG for 1.1,9.4,9.3,9.2,9.1															
7	NKYC	09/27/12-09/27/12		M-F 4-5p		4p-5p	---Th----	:30		\$1,000.00		0.00	NM		
Ⓜ MG for 1.1,9.4,9.3,9.2,9.1															
8	NKYC	09/27/12-09/27/12		M-F 7-9a Today		7a-9a	---Th----	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 1.1,9.4,9.3,9.2,9.1															
10	WKYC	09/30/12	09/30/12	Football Night in America	CM	Various	-----S	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
				Football Night In America											
FOOTBALL NIGHT IN AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$10,000.00		0.00			
													Totals	13	\$34,700.00